



April 12, 2006

**SOLICITATION OF LETTERS OF INTEREST
FOR HOST OF "THE BOULDER SHOW" FOR MUNICIPAL CHANNEL 8**

Introduction/Background

The city of Boulder is seeking **Letters of Interest** from members of the public who would like to be considered for the hosting position on "**The Boulder Show**," a Municipal Channel 8 production. "**The Boulder Show**" is an exciting one-hour program that focuses on local issues, events and people. Every month, through roundtable discussions and editorial feedback, the show provides viewers with insight to the opinions, personalities and politics at play in local policy debates.

The current host of the show has vacated this position to pursue other projects, so the city is looking to secure a replacement **by June 1, 2006**. The position is unpaid and requires a monthly commitment of about 25 hours on average (some people may be able to conduct this work in less time; some may require more).

"The Boulder Show" Format

The new host selected is invited to use his/her creativity and ideas to revamp, update or keep the same format of the show. In the past, the format has been a two-segment, one-hour panel discussion. Each panel consisted of the host and about four guests who engaged in conversation/civil debate during their segment. The host set up the topic of the program using newspaper articles and other visual support. The first segment of the show, generally longer than the second, included an even-handed, balanced look at a current topic of community interest. The second segment was composed of local news editors and columnists. They analyzed the previous panel discussion plus other issues in the community.

Managing Board

A managing board is created by the city and is charged with evaluating topics and guests presented by the host for upcoming shows and managing the host's role and effectiveness on the show. (Guest selection must represent the various stakeholders and positions for the given topic of each show.) The board consists of community leaders, business leaders, media representatives and city staff. For example, the former board included a representative of the Boulder Chamber, a Channel 8 executive producer, the city's assistant to the city manager, and other community leaders.

Scheduling

Due to other production schedules and concerns, the show should continue to be scheduled for the 3rd Thursday of the month. Guests arrive at 12:30 p.m. at the Channel 8 studio located in the Boulder Public Library on Canyon Blvd. The first panel shooting begins at 1 p.m. and the second panel was generally finished by 2:30 p.m. Voiceover, if needed, happens after the two panels are done. The host then reviews the show, working with the executive producer. They make time code decisions for editing the supporting references. This process might take an additional hour after the show taping is finished. The show premieres two weeks after the taping date and airs for one month. Any show format change may trigger the premiere date to change.

Funding

There is no city general fund money used for this program. The Boulder Show is funded entirely with grants and some corporate sponsorship. Securing funding is the sole responsibility of the new host and

managing board. A simple announcement of sponsorship and use of logo is used to acknowledge these funding sources. These funders have no editorial control over the show's content. The budget per show was \$1250. If the Boulder Show is put together in the same manner as the old show, the cost per episode will be \$1500. Any changes to the existing intro, music, set or graphics will need to be discussed as additional budgeted items.

Selection Process

A search committee consisting of community members, the former Boulder Show host and city staff will review Letters of Interest and choose finalists who will be asked to perform a five-minute screen test at Channel 8 and participate in a panel interview. Based on letters, screen tests and interviews, the committee will select a new host by the end of May.

Selection Criteria

Criteria for an appropriate Boulder Show host include:

- ♦ able to balance all sides of topic and facilitate discussion with diplomacy and fairness;
- ♦ ability to understand and appreciate complex *local* issues and variety of players;
- ♦ knows and feels comfortable consulting community experts who represent varying sides of an issue;
- ♦ a focus on timely relevant issues;
- ♦ ability and interest in fundraising;
- ♦ strong administrative skills;
- ♦ ability to work well with Channel 8 staff;
- ♦ able to organize and motivate volunteers;
- ♦ willing to make the time commitment of monthly tapings and one-year's worth of shows;
- ♦ possesses charisma;
- ♦ possesses telegenic personality; and
- ♦ willing to cover topics not equally of interest to the host (but of interest to viewers).

Host Qualifications

- ♦ Must be a city of Boulder resident
- ♦ Cannot be a city of Boulder employee
- ♦ Public speaking and facilitation experience required
- ♦ **Note:** The managing board has the authority to evaluate the performance and effectiveness of the host and to make decisions regarding the term and continuation of this hosting position.

Requirements for Letter of Interest

Please prepare a one-to-two page letter describing who you are and why you would qualify as the new Boulder Show host. Include your vision for structural content (if you see it differently than the current format), creative funding, administration of the program, and management of a volunteer board. Describe your knowledge and experience with local issues and your experience facilitating groups and performing a similar role on camera. Feel free to submit samples of on-air experience via VHS or DVD.

Submittal Instructions

Please submit your Letter of Interest to Mary Huron Hunter, city public relations manager, at huronm@bouldercolorado.gov or to 1777 Broadway, City Manager's Office, Boulder, CO 80302 by **Friday, May 5 at 5 p.m.** Late submissions will not be accepted.

Questions?

Contact Mary Huron Hunter at 303-441-4959 or huronm@bouldercolorado.gov or go to www.bouldercolorado.gov/channel8/vidlibrary.html and click on the "The Boulder Show" logo.